

California Integrated Waste Management Board

Board Meeting

March 25, 1998

AGENDA ITEM 8

ITEM:

CONSIDERATION OF OPTIONS TO ALLOCATE \$25,000 OF UNOBLIGATED IWMA EXPENDITURE AUTHORITY

I. SUMMARY

The California Integrated Waste Management Board (Board) periodically receives various requests to sponsor/cosponsor conferences, expos, campaigns, workshops, events, and similar activities. These requests are for funding contributions (typically in the range of \$5,000 to \$25,000) or in-kind services (such as postage for targeted mailings, distribution of trade show brochures, and Cal/MAX catalog promotion of an event).

At its November 19, 1997, meeting, the Board allocated \$40,000 from the Integrated Waste Management Account (IWMA) for sponsorship and partnership in its 1997-98 Contract Concepts. The Board, at its December 17, 1997, meeting, allocated \$10,000 to the Bay Area Shop Smart Campaign, thereby reducing this amount to \$30,000.

At its January 28, 1998, meeting, the Board approved sponsorship/partnership criteria to facilitate allocation of the remaining \$30,000 IWMA funds. The criteria also may be used in determining Board support for sponsorship requests in future years should additional funds be identified for this purpose. The proposed criteria are based on Board priorities and other relevant criteria, and provide an effective and equitable review process for evaluating sponsorship requests.

At its February 11, 1998, meeting, the Board awarded the \$30,000 as follows:

America Recycles Day	\$10,000
Local Government Commission/Pollution Prevention Week	\$5,000
KCBS Radio "Trash Talk" segment	\$5,000
Industrial Ecology III Conference	\$5,000
Green Clips Internet list serv service	\$3,000
American Society of Mechanical Engineers conference web site	\$2,000

At that meeting, another \$25,000 was identified as potential sponsorship funds, and the Board directed staff to return to the Administration Committee in March with possible uses for the money.

II. PREVIOUS BOARD OR COMMITTEE ACTION

The Administration Committee met on March 3, 1998, and recommended using \$7,000 to augment funding for a student assistant in the Waste Prevention and Market Development Division, and allocating the remaining \$18,000 for sponsorships. The Committee directed staff to prepare an agenda item for the March 25, 1998, Board meeting to consider allocating these funds. In addition, Green Clips has billed the Board \$2,925, making an additional \$75 available for distribution

III. OPTIONS FOR THE BOARD

The Board may decide to:

1. Approve the proposed recommendations for funding and decide how remaining funds should be allocated.
2. Modify the proposed recommendations and determine how all \$25,075 should be allocated.
3. Provide staff with guidance and direct staff to modify the proposed recommendations.
4. Take no action.

IV. STAFF RECOMMENDATION

Staff recommends Option 1: augment the student assistant account by \$7,000, increase the KCBS Radio sponsorship by \$2,500, and decide how to allocate the remaining \$15,575.

V. ANALYSIS

Background:

The Board periodically receives various requests to sponsor/cosponsor conferences, expos, campaigns, workshops, events, and similar activities. These requests are for funding contributions (typically in the range of \$5,000 to \$25,000) or in-kind services (such as postage for targeted mailings, distribution of trade show brochures, and Cal/MAX catalog promotion of an event). Before this year, requests have been funded primarily on a case-by-case basis as contracts. Listed below are pending sponsorship requests.

EVENT	DESCRIPTION	AMOUNT
KCBS Radio "Trash Talk" program	Bay Area radio program that advocates waste reduction. Board would also get 60-second commercial spot for each segment sponsored. Board previously funded \$5,000, but station minimum for production assistance and other benefits is \$7,500.	\$2,500 needed for minimum sponsorship. If the additional funds are not allocated, the existing \$5,000 could be applied to the non-profit corporation that produces "Trash Talk," with funds used to help syndicate the segment to other stations in California and other states. No Board visibility would result from this, however.
Second Chance Week	Local Government Commission is organizing this event, billed as a statewide grassroots reuse campaign. The first SCW in October 1997 resulted in 85 organizations holding 115 reuse activities, attracting almost 20,000 participants and diverting at least 182,000 pounds of reusable goods and materials. This year's event is Oct. 17-25. (New request, not presented to Board in February.)	LGC requests \$10,000. For sponsorship, Board would receive name/logo on all materials; information about Board programs included in planning guidebook; link to website; and access to data and measurement tools. LGC contends "it's possible" that without immediate Board funding, event will not be held because existing funds from last year's US EPA grant are almost exhausted, and this year's EPA grant will not be available until July.
California Resource Recovery Association (CRRRA) – Annual Conference, May 3 – 6, 1998	Conference dedicated to "Zero waste, conserving resources, expanding waste prevention, reuse, recycling, composting, and markets for recycled products."	Requesting \$10,000 for full sponsorship. Board already has agreed to organize a track, and has paid for an exhibit booth. Conference organizer has also asked for 400 pair of recycled-content shoelaces.
CA State Parks Foundation – Earth Day, April 25, 1998	A coalition of non-profits, environmental, state & national organizations that raise awareness & encourage participation in Earth Day events. Board would be able to promote its programs at events.	Ranges from: \$10,000 – host sponsorship \$35,000 – co-sponsorship Asked for commitment by the end of February, but would still accept funds.
Center for Environmental Economic Development, Arcata	CEED is in its third year of conducting training in recycling development for nonprofit groups involved in reuse, salvage, manufacturing, recycling, etc. Some of these groups are involved in deconstruction activities. (New request, not presented to Board in February.)	\$2,000 for intensive 3-day training program. Date not set yet. Needs more funding to set date. Workshop will be done in conjunction with National Development Corp.

America Recycles Day, November 15, 1998	1997 marked the first America Recycles Day, with an estimated 100 events in California promoting recycling. The nationwide event will be held again this year, with the theme "Keep Recycling Working: Buy Recycled."	Organizers are asking for \$30,000 total contribution from Board, or \$20,000 in addition to the funds already committed. ARD also requests representation to their public sector advisory committee. Organizers seek commitment of funds by beginning of May in order to know budget for proposed major media campaign and other publicity purposes.
Global Futures Foundation, "pay as you throw" workshop, fall 1998	The organization is hosting a workshop in Northern California focusing on measurement aspects of PAYT, in September or October.	US EPA is the main sponsor. They have asked for \$1,000 or \$2,000 from the Board.
National Marketplace for the Environment, May 6-8 in L.A.	Formerly "Eco Expo," conference aimed at architects, procurement officers, office managers, brokers, contractors.	Full sponsorship is \$15,000. Additional booth charges of \$1,500 to \$2,000 likely, as well as staff travel and expenses.
Skumatz Economic Research Associates, for 3 studies.	SERA has asked staff for funding on studies dealing with various unit pricing and variable pricing issues. Main question to be answered is "what rate differential will cause behavior modification?"	No formal proposal, but range for each study is \$5,500 to \$7,500

Recommendations for funding:

At the Administration Committee's direction, staff did not evaluate the remaining requests. Because the original staff proposal was to allocate \$7,500 to KCBS, staff is requesting the \$2,500 augmentation to ensure the Board receives the full benefits of sponsorship.

Fiscal Impacts:

\$25,075 in IWMA funds remain available for sponsorship requests this fiscal year. The Board also has indicated support for providing funds in future years.

VI. FUNDING INFORMATION

Amount Proposed to Fund Item: \$25,000 in IWMA funds is available.

Fund Source:

	Used Oil Recycling Fund
	Tire Recycling Management Fund
	Recycling Market Development Revolving Loan Account
x	Integrated Waste Management Account
	Other (Specify)

Proposed From Line Item:

x	Consulting & Professional Services
	Training
	Data processing
	Other (Specify)

Redirection:

If Redirection of Funds: \$25,000

Fund Source: IWMA

Line Item: Sponsorship/Partnership

VII. ATTACHMENTS

Attachment 1 – Proposed Sponsorship/Partnership Criteria

Attachment 2 – Resolution 98-68

VIII. APPROVALS

Prepared By: John Frith

Phone: 255-2296

Legal Review: _____

Date/Time: _____